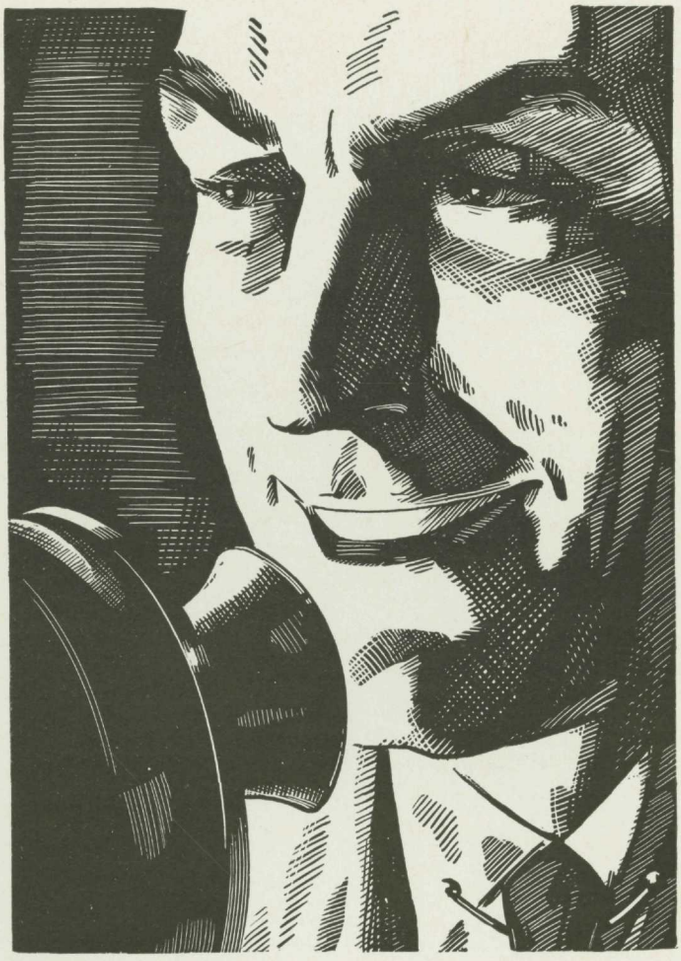

America's favorite SHORT CUT,

LONG DISTANCE

Miles shrink when you turn to Long Distance telephone service. You can get "there and back" in record time.

Improvements are constantly fitting the service more and more closely to the public's needs. Faster connections, higher quality transmission, "bargain hours" after 8:30 P. M.

Business today finds Long Distance a reliable and economical short cut to sales. You'll find it a pleasant short cut back home.

BELL SYSTEM

WHY NOT SAY "HELLO" TO MOTHER AND DAD?
—RATES ARE LOWEST AFTER 8:30 P. M.

G-E *Campus News*

MOTOR TROUBLE

The lady in 856 had tossed and turned for hours. Finally, she called the room clerk: "There's a motor under my bed! I can't sleep!"

The motor wasn't under the bed. It was several floors away. Vibration, inaudible at the source, was transmitted and amplified by the building structure. Instead of a hotel, this might have been an office building, a school, a library, or a hospital. Instead of a sleepless guest, it might have been a patient.

For some time General Electric has built quiet motors, which do not sing, throb, hum, whir, or mutter. But, even so, good intentions are nullified unless motors are so installed as to check transmission of vibration. (Every rotating machine vibrates.) Now General Electric has made another contribution — *sound-isolating bases,* to isolate vibrations within the motor. E. H. Hull, Yale, '24, and W. C. Stewart, Washington U., '26, working with A. L. Kimball, Harvard, '14, did most of the laboratory work on this development.

CIRCUIT SURGERY

That well-known situation of the tail wagging the dog has a parallel in the distribution of electrical power. And General Electric engineers recommend that the tail be cut off.

To be specific, electric distribution circuits which supply current to large groups of customers should not have their reliability put in danger by less important circuits. This is fundamental. In many cases, circuits supplying outlying districts, where they are exposed to damage by lightning and the elements, cause most of the interruptions that raise Cain with the more important service. The tail-cutting-off device to remedy this situation is a new General Electric oil circuit breaker for automatically chopping off the less important circuit when damage occurs, and restoring service when the damage is repaired. General Electric engineers designed the circuit breaker especially for this service, and it can be mounted easily on a lighting pole.

"I'LL SEND MY BOY TO NELA"

Amid the popping of static in a nation-wide broadcast, the new G-E Institute at Nela Park, in Cleveland, was dedicated just before Christmas. It cannot boast of a football team; it has no stadium or band. But it does have laboratories and classes under the direction of a distinguished faculty.

Two former G-E "colleges,"—the Kitchen Institute and the Lighting Institute—have been combined to form this new school at Nela Park. It is a clearing house for down-to-date information on the electric home, and a training school for home appliance sales representatives and home-service directors of power companies and appliance dealers. It is also a laboratory where new ideas in kitchen management, meal preparation, home lighting, and the like may be developed and tested.

Besides the laboratory kitchen and classroom kitchens, there are model kitchens of every type, from the *de luxe* kitchen for a large home to the tiny apartment-house kitchen. There is also a model laundry, and an architectural planning department which not only assists home owners, builders, and architects in modernizing and planning kitchens, but also trains specialists to go out into the field. The Institute has 22,000 square feet of floor space for exhibits and demonstrations.

This new school is under the co-direction of L. C. Kent, University of Illinois, '13, and Paul H. Dow, Kenyon, '26.

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